

MAXWELL ADVERTISING HEAD SAYS CONFIDENCE IS BASIS FOR SALES

TELLS SALESMEN THAT ADVERTISING MUST SOW THE SEED OF FAITH.

DECRIES POLICY CHANGING

Gates are based on the confidence in the prospective buyer by the quality of the product, he is buying, and in the institutional character of the country with which he is dealing. This was the big point made in an address by Andrew K. Maxwell, advertising manager of the Maxwell Motor car company of Detroit, at a recent meeting of the company's sales representatives.

Mr. Maxwell's speech contained some sound advertising philosophy, particularly as it related to the marketing of automobiles. He pointed out a clear-cut, definite, business building, and profitable relationship between public and advertiser, and that the best of the buying public is one that has the reputation of being honest and trustworthy on the part of the advertiser.

Declaring, "Faith," he pointed out a number of ways in which the advertiser can build up his confidence in the public.

the faith of their clients. Constant changes in media, and changes in advertising statements and advertising agencies, he said, tend to make the public skeptical.

The practice of changing media every year, he said, is a mistake. The advertiser should be referred to in a humorous and witty way. When the style in motor cars change with so much frequency, and even more radically than the style in clothes, an owner doesn't mind time to feel a sense of pride in his automobile, the speaker declared.

"When a policy leaves us with no medium to carry over from one year to the next," he said, "we have the active participation of the advertiser and the advertiser's policy of advertising is clearly defined in Mr. Maxwell's concluding remarks."

"Advertising has been a source for something new, he said, and it can help build reputation for the advertiser. It can cause the public to regard favorably what you offer them, and it can make the name and the merits of the product known and better known. When advertising has done that, it has done its share in the selling plan—except in maintaining what it has accomplished."

"Advertising has no protective power," he declared, "it is not a shield. It is a sword. It is a sword that has been in the past, advertising campaign, both as a fair statement

TED BEAUDET DEFENDS WESTERN SPEED RECORD

Driving a Cadillac BeauDET Made 461 Miles in Nine Hours and Thirty-seven Minutes.

Ted BeauDET has again successfully defended the speed reputation of the Cadillac in the west.

On the night of May 11-12, a day after the news of "Cadenhall" St. O. Baker's wonderful run from the Pacific to the Atlantic had reached him, BeauDET covered the 461 miles between Los Angeles and San Francisco in 9 hours and 37 minutes in a Type 32 touring car. This breaks the record of 14 hours and 31 minutes established by a six-cylinder car less than a month previous, by 1 hour and 14 minutes.

The Los Angeles to San Francisco record is one of the most coveted records in the country. Many cars have tried it, but it was held out of reach by the Cadillac until the night of April 24-25 when Joe Nixson made his run in a "50" in 14 hours and 31 minutes, the record at the time.

The time of the late race from Los Angeles to San Francisco was 14 hours and 31 minutes. BeauDET's record broke the late's time by 4 hours and 34 minutes.

BeauDET, the mechanic, drove the car with two passengers. He left Los Angeles at 5 o'clock Wednesday night, May 11. Besides the speed, BeauDET's record was a record for the Cadillac. It was the first time a Cadillac had made the run in less than 14 hours. BeauDET's record broke the late's time by 4 hours and 34 minutes.

The time between the two cities is the fastest ever recorded, much to the credit of the Cadillac. It is a record that has been made only once before, in 1914, when the Cadillac made the run in 14 hours and 31 minutes.

BUICK 1917 MODELS

ARE NOW ON THE MARKET

I am ready to make Prompt Deliveries

Six cylinder Model D 44 Roadster

\$995

Four cylinder Model D 34 Roadster

\$650

Six cylinder Model D 45 Touring Car

\$1020

Four cylinder Model D 35 Touring Car

\$665

(All of the above prices F. O. B. Flint, Michigan.)

Cadillac type 53 Roadster and five and seven passenger Touring Cars \$2,080—F. O. B. Detroit

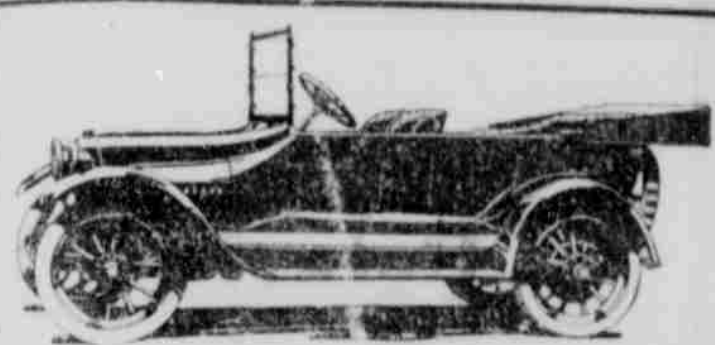
I am agent for Goodrich tires and sell more tires than all other local agents.

Why? Because Goodrich Tires are the Best.

HARRY ARCHER

Cadillac and Buick Dealer

Phone 888 416 Peoples Street



Seven Passenger Four Cylinder Touring Car

\$875

(F. O. B. Detroit)

See at Our Salesroom the Car That Detroit Likes Better Than Any Other in the World

In Detroit, where people KNOW cars, more Studebakers are in use than any other cars listing at more than \$500. This is significant.

For the simple reason that Detroit is the Home of Automobiles. More than three-fourths of the cars manufactured in the United States are made in Detroit.

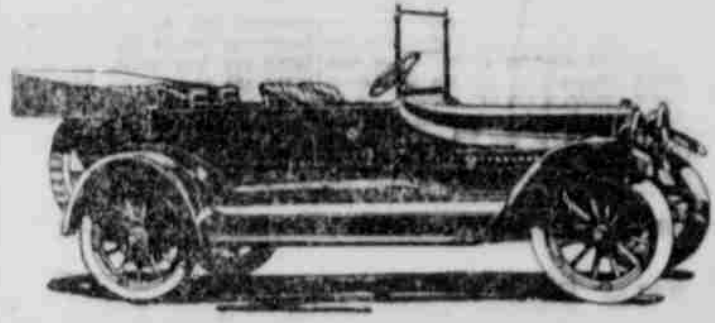
In Detroit a BIG percentage of the residents are either directly engaged in the motor industry—or come into DAILY contact with people who are.

They talk cars. They study cars. They hear gossip from all the great factories established in the city. They know the plants and the efficiency of the manufacturing organizations. They know the men back of the cars.

And as a whole, knowledge of automobiles is far more general and EXACT in Detroit than in any other city on the earth.

So when you know that for the entire year of 1915, registrations in Detroit showed MORE Studebakers in use than any other cars selling at more than \$500, it can mean but one thing that to the people of Detroit, people who KNOW cars and who KNOW VALUE IN CARS, Studebaker offers the top value of the market!

And this fact is all the more significant when you know that Studebaker has only been selling cars in Detroit for about half as long as its nearest competitors have. In half the time, Studebaker has outstripped them all, and today you go to Detroit, and you find more Studebakers on the streets than any other make of cars costing over \$500.



Seven Passenger Six Cylinder Touring Car

\$1085

(F. O. B. Detroit)

GLOVER JOHNS AUTO CO.

ALICE CORPUS CHRISTI

FORD AUTO COMPANY IS THIRTEEN YEARS OF AGE

Company Was Organized June 16, 1903 With a Capital Stock of \$100,000

June is the birthday month of the Ford Motor company. These past thirteen years have, through the labors of this company, given much value to the whole world in a motor car that has revolutionized transportation, through reliable service, for a price which has made it the basis of the motor industry.

The Ford is found wherever civilized man has civilization.

It is with considerable interest that we note the wonderful development of the Ford business within the short space of thirteen years.

Organized June 16, 1903 with a well-defined capital stock of \$100,000, the company has never been any more successful in its business than it is today. It has grown from a small company in Detroit, Michigan, to a company that has branches in London, England, Paris, and Bordeaux, France, Buenos Aires, Argentina, and Melbourne, Australia.

From the little factory of 1903 with 35 employees has grown one of the great organizations of the motor industry, the Ford Motor company. In 1915 the Ford company of Canada made 18,774 cars, the Ford company of Manchester, England, over 11,000, and the Ford company of Detroit, Michigan, 50,215—an aggregate of 299,977 cars.

For the fiscal year ending July 31, 1916, the aggregate production will be in excess of 500,000 cars—the home company alone making and selling over 200,000 and then taking about 100,000 more from the demand for "The Universal Car."

There is satisfaction in this realization of public confidence in Ford cars, and a deep sense of gratification in the knowledge that while building this business they increased the wages of factory employees, through the sharing of profits, in bringing the minimum wage to \$2 per day, to carry on a school wherein employees of foreign birth are taught the English language, and the establishment of an educational department, whose purpose is to help the monthly "to help the other fellow."

The Cotton Market

Quotations of the Day's Trading From the Corpus Christi Cotton Exchange.

Activity and strength marked yesterday's short session of domestic cotton markets, prices ending net gains of twelve to sixteen points. Liverpool was closed. Opening and closing prices were:

New York: October 12.66@12.67; December 12.68@12.69; spot, ten points net; middling 12.55; up 12.56.

New Orleans: 12.66@12.67; December 12.68@12.69; spot, ten points net; middling 12.55; up 12.56.

Galveston: spot, ten points net; middling 12.55; up 12.56.

Port receipts 11,550 against 2977 same day last year.

CHALMERS IS BACKING NATIONAL TOURING WEEK

The Plan Was Incorporated at Detroit During the World's Salesmanship Congress

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PUBLIC IS WARNED AGAINST FAKE CURES FOR INFANT PARALYSIS

FEDERAL OFFICIALS TAKE STEPS TO HEAD OFF HUMAN BIRDS OF PREY.

WASHINGTON, Aug. 5.—Officials of the department of agriculture charged with the enforcement of the food and drug act, are warning the public that the use of so-called "cures" for infant paralysis will result in the death of the child.

The food and drug officials are very much on guard in this instance, because it has been noted in the past that whenever a serious epidemic exists, unscrupulous dealers prey upon the fear or ignorance of the public by flooding the market with worthless, hastily prepared concoctions, for which they assert positive properties which have no foundation whatever in fact. In the present instance, inspectors already have discovered shipments of a few such mixtures.

The department will do everything it can under federal law to protect the public from the use of such "cures." It is warning the public in terms of people and which will stop at anything which promises protection or relief. The sale of such products at this time, the officials point out, is particularly threatening to the public health because many persons, relying on the false statements of impostors, neglect to secure competent medical advice as a result, not only in the safety of the patient endangered, but in the absence of proper sanitary precautions, the likelihood of contagion is greatly increased.

It must be understood, however, that the federal food and drug act applies only to products which are shipped in interstate commerce, that is, from one state to another, in which are offered for import or export, or which are

presented whenever the evidence warrants action under the food and drug act. The federal food and drug act is a law which is enforced by the federal government, and it is the duty of the federal government to enforce the law.

manufactured or sold within a territory or the District of Columbia. Products which are made and consumed wholly within a single state are subject only to such state laws as may apply, and are under the control only of state health officials. The federal law does not apply, for instance, to patent medicine dealers within the state of New York and sold in New York City. Persons having or making a "remedy" made in their own state, therefore, must rely on the protection afforded them by their local health authorities.

RIFLE CLUB ORGANIZED BY THREE RIVERS MEN

TWENTY-FIVE MEMBERS HAVE SIGNED ROLL—WILL ERECT PRIVATE RANGE.

THREE RIVERS, Texas, Aug. 5.—At a meeting held in Three Rivers today a rifle club is being organized. The club will be affiliated with the National Rifle association and will have about twenty-five members.

The club expects to begin the erection of a private rifle range in the near future. The officers elected are: Chairman, R. T. Tamm; President, Dr. J. H. Tamm; Secretary, E. G. Tamm; Treasurer, and Max Tamm, executive officer.

Title Guaranty

Do you expect your house to burn down today? Of course.

In its construction every precaution was taken to prevent all possibility of fire.

It is away from all dangerous exposures.

We live in it ourselves and are exceedingly careful.

We have the most advanced apparatus for checking and extinguishing a fire should one by any chance break out.

And besides—it's insured!

What—insured? Even with all those safeguards?

Certainly—you don't suppose I'd own it for a single day without insurance?

How about your title? Any chance of defect in that?

Hardly—it was searched by one of the most careful lawyers in Corpus Christi.

It is guaranteed?

No—never seemed necessary.

And so it happens that many an otherwise prudent man risks a total loss through defective title and yet insures against a partial loss through fire.

Title premium—paid once for all time.

Fire premium—paid every year that you carry the policy.

Think it over.

Guaranty Title Company

Capital \$100,000.00
Main office: Corpus Christi
Branch Offices at: ROCKPORT, BINTON and KINGSVILLE
Phone 844.